



## ***Move This World Prepares for Summer Production in Collaboration with Goodbrother***

**New York, NY (July 6, 2020)** — [Move This World](#) today announced that production for its new evidence-based social emotional learning videos will begin Tuesday, July 7 in Brooklyn, New York, in partnership with Goodbrother. The videos will expand on Move This World's current curriculums for PreK through 12th grade.

Move This World's video content has been developed in response to feedback from its partners, evolving best practices for social emotional learning, and current events. One key point of focus for the 2020-2021 school year is the development of specific video exercises that help students process how they are responding to and understanding current events happening around them. Additionally, the curriculum will build in opportunities for students to explore social justice issues within their communities and reflect on how they might take action. This reflection builds a foundation for fostering civic engagement and empowers students to use their voice to impact social justice.

Some other major updates partners can look forward to in the 2020-2021 school year include the following: modifications to concepts and language to continue to ensure videos are developmentally appropriate, changes to the format of middle and high school videos to increase relatability to the actors, and more videos for each grade level.

Move This World regularly updates its content to ensure students are continually engaged in relevant, timely, and differentiated SEL throughout their educational journey. At a minimum video production occurs at least once a year, sometimes more. The company listens closely to the needs of the educators and students it supports across the country through surveys, usage data, and listening groups while taking into account current research and trends.

"The needs and challenges that students and educators face are constantly shifting as evidenced by the events of the past few months," said Sara Potler LaHayne, Founder and CEO of Move This World. "In order to make sure we are truly supporting their needs, we must be ready and willing to respond quickly. As a result, frequent production of new content, particularly easy-to-implement videos that can now be utilized in a home learning environment, has been a priority for us over the past four years and will continue to be a top priority moving forward."

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Prior to beginning production, the updated curricula was reviewed by two experienced SEL Consultants, Dr. Clark McKown and Ms. Jo Salazar, both experts in social and emotional learning. Dr. McKown was a member of the steering committee of the CASEL SEL assessment work group and has written widely about SEL assessment. Jo Salazar is an expert in organizational design and was previously a consultant to school districts working with CASEL. The review process ensures alignment to the five core social emotional learning competencies as defined by the Collaborative of Academic, Social and Emotional Learning (CASEL): self-awareness, self-management, social awareness, relationship skills and responsible decision making, as well as the incorporation of trauma-informed practices.

Two years ago, Move This World began partnering with Goodbrother, a video production agency also based in Brooklyn, New York. The team will be shooting 130 new videos across a period of four days and collaborating with eight different actors, including some familiar faces and new talent.

“We love everything about Move This World - the mission, the staff, the content, and most importantly the impact that it has on the participants,” explains Goodbrother Cofounder, Ethan Russel. “Two years ago, we were bootstrapping in a loaned classroom, contending with the noises and heat of a NYC summer, and filming with a single camera. Today, we’re filming a multi-camera production on a soundstage with custom sets and a full cast of actors. We think that amount of growth is pretty cool, and we are honored to have the opportunity to contribute to this important work!”

### **ABOUT MOVE THIS WORLD**

Move This World cultivates the development of social and emotional learning (SEL) skills to empower students to navigate the complex and rapidly-changing realities of our world. An SEL program that has impacted the lives of over one million students across 35 states, Move This World provides educators and students with a robust, daily curriculum designed to strengthen social and emotional wellbeing in order to create and maintain healthy environments where effective teaching and learning can thrive. Move This World’s extensive online library of PreK-12 videos and resources are rooted in creative expression and designed to help students develop a common language to improve communication, build trust, and create stronger communities. For more information: [www.movethisworld.com](http://www.movethisworld.com).

### **ABOUT GOODBROTHER PRODUCTION**

Goodbrother is a New York City-based video agency working towards a more sustainable, collaborative world. We primarily focus on projects for products and services that help benefit people, the environment, and society as a whole. We make commercials, films, and docu-style ads. We specialize in video creation. We have combined what are traditionally 3 separate entities - a creative agency, a production company, and a post house - under one roof. We’re part of a movement that promotes creating efficiencies without sacrificing quality. Our clients include brands, agencies, media organizations, and we cater each of our projects to fit their specific needs. We love building long-term relationships, but we’re equally excited about

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working with clients that have short-term needs. Our passion is storytelling, technology, and psychology. We just happen to make videos.

### **PRESS CONTACTS**

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